

**IN THE CLAIMS:**

109. (Currently Amended) A method of retrieving a self-targeted advertisement over a computer network, the method comprising the steps of:

on a website page containing non-advertisement content, displaying a list of advertisement-determinative categories on the website page, wherein from said list a an advertisement-determinative category can be chosen thereby establishing an advertising preference, the advertising preference determinative of the type of advertisement received on the website page and wherein the list of advertisement-determinative categories and advertisements displayed are not necessarily determined by the non-advertisement content on the website page;

generating an advertisement locator/descriptor partially comprised of data from the advertisement-determinative category; and

receiving at a server computer, the advertisement locator/descriptor;

retrieving a self-targeted advertisement corresponding to the locator/descriptor; and

transmitting the self-targeted advertisement to a client computer for insertion in the website page.